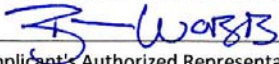


Section 1.0 Application Form

Applicant (Agency & address - including zip)		Proposed Date of Completion: June 2012																	
<table border="1"> <tr> <td colspan="2">Check one</td> </tr> <tr> <td>City</td> <td><input checked="" type="checkbox"/></td> </tr> <tr> <td>County</td> <td><input type="checkbox"/></td> </tr> <tr> <td>MPO</td> <td><input type="checkbox"/></td> </tr> <tr> <td>COG</td> <td><input type="checkbox"/></td> </tr> <tr> <td>RTPA</td> <td><input type="checkbox"/></td> </tr> <tr> <td>JPA</td> <td><input type="checkbox"/></td> </tr> <tr> <td>Joint Proposal</td> <td><input type="checkbox"/></td> </tr> </table>		Check one		City	<input checked="" type="checkbox"/>	County	<input type="checkbox"/>	MPO	<input type="checkbox"/>	COG	<input type="checkbox"/>	RTPA	<input type="checkbox"/>	JPA	<input type="checkbox"/>	Joint Proposal	<input type="checkbox"/>	Grant Amount Requested: \$356,210	
Check one																			
City	<input checked="" type="checkbox"/>																		
County	<input type="checkbox"/>																		
MPO	<input type="checkbox"/>																		
COG	<input type="checkbox"/>																		
RTPA	<input type="checkbox"/>																		
JPA	<input type="checkbox"/>																		
Joint Proposal	<input type="checkbox"/>																		
City of Victorville 14343 Civic Drive Victorville, CA 92392		If Joint Proposal, list participating entities/ contact person:																	
Lead Applicant's Name: City of Victorville Development Department																			
Title of Proposal (summarize the deliverable to be funded by this grant) Civic Center Community Sustainability Plan																			
Applicant's Representative Authorized in Resolution Name: James Cox Title: City Manager Phone: (760) 955-5029 Email: jcox@ci.victorville.ca.us		Person with Day to Day Responsibility for Plan (if different from Authorized Representative) Name: Bill Webb, AICP Title: Director of Development Phone: (760) 955-5135 Email: bwebb@ci.victorville.ca.us																	
<i>Check all of the following that are incorporated or applicable to the proposal:</i>																			
Focus Area		Program Objectives																	
<input checked="" type="checkbox"/> Focus Area # 1		<input checked="" type="checkbox"/> Applying for 20% EDC set aside																	
<input type="checkbox"/> Focus Area # 2																			
<input type="checkbox"/> Focus Area # 3		<input checked="" type="checkbox"/> Improve air and water quality																	
Eligibility Requirements (mandatory)		<input checked="" type="checkbox"/> Promote public health																	
<input checked="" type="checkbox"/> Consistent with State Planning Priorities		<input checked="" type="checkbox"/> Promote equity																	
<input checked="" type="checkbox"/> Reduces GHG emissions on a permanent basis		<input checked="" type="checkbox"/> Increase affordable housing																	
<input checked="" type="checkbox"/> Collaboration requirement		<input checked="" type="checkbox"/> Increase infill and compact development																	
Priority Considerations		<input checked="" type="checkbox"/> Revitalize urban and community centers																	
<input checked="" type="checkbox"/> Demonstrates collaboration & community involvement		<input checked="" type="checkbox"/> Protect natural resources and agricultural lands																	
<input checked="" type="checkbox"/> Addresses climate change impacts		<input checked="" type="checkbox"/> Reduce automobile usage and fuel consumption																	
<input checked="" type="checkbox"/> Serves as best practices		<input checked="" type="checkbox"/> Improve infrastructure systems																	
<input checked="" type="checkbox"/> Leverages additional resources		<input checked="" type="checkbox"/> Promote water conservation																	
<input checked="" type="checkbox"/> Serves an economically disadvantaged community		<input checked="" type="checkbox"/> Promote energy efficiency and conservation																	
<input checked="" type="checkbox"/> Serves a severely disadvantaged community		<input checked="" type="checkbox"/> Strengthen the economy																	
I certify that the information contained in this plan application, including required attachments, is complete and accurate																			
Signature: 		Date: 8/30/10																	
Applicant's Authorized Representative																			
Print Name and Title: Bill Webb, Director of Development																			

Section 2.0 Summary Statement

The purpose of this proposal is to develop a comprehensive specific plan for the City's Civic Center that revitalizes the project area, promotes infill development, reduces greenhouse gas emissions, and encourages energy efficient development. With the inclusion of transit-oriented development principles, mixed-use zoning, and amenities to serve the residents/patrons of the immediate area, the future Civic Center will foster pedestrian activity, reduce automobile usage, strengthen the economy and add equity to the existing, underdeveloped area. Once implementation of the proposed Civic Center Community Sustainability Plan has begun, the Civic Center has the potential to become a regional transportation/business hub for the entire High Desert, an amenity that the area currently lacks and needs.

The project area is generally located between Interstate 15 and Amargosa Road to the east and west as well as Roy Rogers Drive and Palmdale Road (SR 18) to the north and south. Originally subdivided through a series of Tract Maps in the late 1960's, the area included alley's and other design elements catering to the automobile, however, the area remains underutilized with a plethora of vacant and undeveloped properties. Existing developments in this area include the San Bernardino County Courthouse, Victorville City Hall, other government offices, and scattered office/professional uses throughout. The proposal will introduce multi-family residential into the project area, which will put residential uses close to government resources. Further, the addition of a public library, assembly plaza and other public resources will make the area a civic and social hub for the City.

All of the dedicated roads in the project area are paved and partially improved; there are some existing elements like a pedestrian "Mall" corridor that will be enhanced and improved when included as an element of the proposed Specific Plan. Since there is no plan for future development in the area excepting for the underlying municipal code zoning (which focuses on individual parcel standards rather than the community as a whole), the proposed specific plan will guide development in the area into the future and advance the goals and principles of the Specific Plan in order to create a sustainable community.

The City of Victorville is a charter city located in San Bernardino County, with a population of over 110,000 and an area of approximately 75 square miles. With a growth rate of over 9%, Victorville was named the second fastest growing city in the nation in 2008 by CNNMoney.com based on U.S. Census data. Spurred by the housing boom, the City of Victorville expanded rapidly on vacant properties outside of the central City area, sprawling throughout the City and leaving Victorville with no vital City core. The proposed project area has median household income of \$28,433 (California State Parks' Community Fact Finder, April 2008), less than sixty percent of the 2008 median household income of \$57,014 identified by the California Department of Finance; making the proposed project area a "Severely Disadvantaged Community", as defined by this application.

Since the proposed specific plan area is located within a "Severely Disadvantaged Community", the main goals of this specific plan will be to revitalize the area, create equity in the community, promote public health, increase available housing, incorporate green building techniques/technologies and create a community center for residents, guests and employees. These goals will be facilitated through land use restrictions, development regulations that promote green development and energy efficiency, the introduction of public uses that generate pedestrian traffic and provisions/benefits for the use of methods of transportation other than automobiles. As a function of the specific plan; required open space, pedestrian connections, mass transit connections, and interconnected public spaces will aid in the creation of a human scaled environment that adds a sense of place to an area that currently lacks an identity.

Section 3.0 Proposal Description

Section 3.1 Threshold Requirements

Consistency with State Planning Priorities (Government Code 65041.1)

The goal of the proposed specific plan is to revitalize an underutilized City core by supporting land use efficiency that will accomplish the following objectives, which are consistent with the priorities of the State of California:

- *Promotes Infill Development* - The Civic Center area has fallen victim to urban sprawl. Over the past few decades this centralized city core has been overlooked as the City continues to grow along the fringes of development. By investing within this centralized existing community, the plan will focus on promoting compact infill development that will create a thriving synergy between residential, commercial, civic and recreational uses. This type for compact infill development will be accomplished by development standards, such as form based standards and inclusionary zoning, which will entice development within the area. The higher density of development will also encourage alternative means of transportation (i.e. walking, bicycling), and will create a centralized hub ideal for transit oriented development on a regional scale.
- *Protects, preserves and enhances natural resources* - The proposal will protect the existing agricultural and environmental resources by utilizing a project area that has been previously graded and in some cases developed; and by requiring green building techniques/technologies, reclaimed water and promoting alternate methods of transportation, which will reduce greenhouse gases indirectly by reducing fuel and energy consumption. Overall, the Specific Plan will encourage sustainable development by using an existing underdeveloped area as a starting point for a plan that will enhance the area and preserve the natural resources within the Mojave Desert. The plan will mix design elements with LEED green building technologies to culminate in the most efficient urbanized development possible.
- *Encourages efficient development* – The proposal will utilize an existing developed part of the City, thus will not encroach upon natural undisturbed lands that have not been developed previously. The proposal will focus on linking all elements of the plans with the immediate developed area, creating an interconnected land use pattern that achieves a functional and suitable relationship with the surrounding built environment. Based on the central location within the City and the Victor Valley as a whole, adequate transportation and essential utilities, services and amenities will be incorporated within the plan.

Greenhouse Gas Emissions Reduction

The proposed Specific Plan will reduce greenhouse gas emission on a permanent basis both directly and indirectly. Directly, the Specific Plan will reduce energy consumption, conserve water and improve transportation options in a number of ways, included but not limited to the following: required installation of solar panels with all new construction, the use of drought tolerant native landscaping and on-site water retention methods, new connections for mass transit, benefits for users of LEV and non-emissions generating vehicles (i.e. preferential parking, charging stations, bike paths, etc.) and centralized municipal recycling collection locations. Indicators such as energy consumption (reduce), water consumption (reduce), public transit ridership (increase), use of LEV or non-emissions vehicles (increase) and amount of

recyclable materials received (increase) will be used to monitor the Specific Plan's progress. With the inclusion of the noted topics, the proposed Specific Plan will reduce greenhouse gas emissions in accord with the Global Warming Solutions Act of 2006 and will significantly improve over "business as usual" methods as all of the noted energy, water and fuel efficiency standards included in the Specific Plan are not required by the City's Zoning Ordinance or substantially in any other section of the Victorville Municipal Code.

Additionally, the City is working in conjunction with San Bernardino Association Governments (SANBAG) on a greenhouse gas inventory and reduction plan that is currently being developed at this time. It is unclear at this time what actual emission targets will be included in the noted plan, the City will ensure that the Proposal will be consistent with the strategies outlined in the SANBAG plan as the City is a player in its development.

Collaborations with Local and Regional Entities

Victorville Staff will routinely meet with inside departments to confirm that the proposal complies with local ordinances and policies as well as with Victorville's General 2030 Plan. It is important to note that a project of this scale cannot be achieved in a comprehensive and sustainable manner without input from outside resources. Built into the work plan is regional collaboration workshops with other entities that will provide a forum to exchange ideas and ensure the proposal will not conflict with an adopted regional plan or the goals of the region. The following is a list of entities that will be included within the collaboration workshops:

- Victor Valley Transit Authority
- California State Department of Transportation
- Adjoining Municipalities (City of Hesperia, Town of Apple Valley, City of Adelanto)
- Southern California Association of Governments (SCAG)
- San Bernardino Associated Governments
- California Regional Water Quality Control Board – Lahontan
- Mojave Water Agency
- County of San Bernardino – Planning and Social Services
- Mojave Desert Air Quality Management District
- California State Department of Fish and Game
- California State Department of Conservation

The plan will concentrate on achieving the goals and objectives of Senate Bill 375, the anti-sprawl bill, by selecting land use patterns that will achieve the California Air Resources Board's greenhouse gas emissions reduction targets as well as SCAG's "sustainable communities" growth scenarios that are called for within SB 375. The specific plan will also join transportation planning and housing efforts for the first time, which is also an important aspect of the bill. Compliance with SB 375 will also aid planners and developers by providing new CEQA exemptions and streamlining for the proposed mixed use projects and "transit priority projects" that will conform to the applicable regional plans.

The collaboration with regional agencies and ultimate adoption of a plan with smart growth principles will provide a framework for future projects to fight sprawl and other non-efficient land use patterns within the City.

Section 3.2 Program Objectives

The following table provides a list of the Program Objectives and potential indicators, as well as desired outcomes resulting from the implementation of the proposed Civic Center Community Sustainability Plan.

Program Objectives	Indicators (Data Points)	Desired Outcomes
Improve Air and Water Quality	Vehicle Emissions Water Reclamation Permeable surfaces	Decrease Increase Increase
Promote Public health	Exercise Opportunities Healthy Living Information Kiosks	Increase Increase
Promote Equity	Mixed Use Developments Pedestrian Connections	Increase Increase
Increase Affordable Housing	Mixed Use Developments	Increase
Promote Infill and Compact Development	Vertical Land use Minimum Development size	Increase/Improve Increase
Revitalize Urban and Community Centers	New permitted uses Dollars spent on public/community projects	Increase Increase
Protect Natural Resources and Agricultural Lands	Open Space/paseos/parks	Increase
Reduce Automobile Usage and Fuel Consumption	Transit connections Transit ridership Low-Emission Vehicle (LEV)/Zero-Emission Vehicle (ZEV) usage LEV/ZEV facilities	Increase Increase Increase Increase
Improve Infrastructure Systems	Walking/biking paths Public broadband access	Increase Increase
Promote Water Conservation	Water retention Water reclamation Drought tolerant landscaping	Increase Increase Increase
Promote Energy Efficiency and Conservation	Solar energy use Open air common space Natural Lighting in new dev.	Increase Increase Increase
Strengthen the Economy	Job creation Demand for “green” technologies Civic Center Public Functions	Increase Increase Increase

While the noted program objectives table indicates potential indicators as well as desired outcomes, the following text describes in further detail the specific objectives and how they will be achieved. They are as follows:

Economically Disadvantaged Community

Residents of the “Severely Disadvantaged Community” project area and the community as a whole will benefit from increased access to services, transit options, additional housing opportunities, and an improved quality of life. Potential indicators such as transit ridership,

average distance to services, housing stock and employment opportunities will be used to measure the benefits to the community and the overall effectiveness of the Specific Plan. Actual quantifiable numbers for the potential indicators will be accrued in various ways including: data from outside agencies (i.e. ridership data from the Victor Valley Transit Authority), data collected by Staff (i.e. window surveys, on-site surveys/counts, telephone or email surveys, etc.), and data submitted by residents/tenants/patrons themselves; which will ensure that the data collection is a collective process, preventing skewed results from a single entity.

The main barriers that prevent sustainability with the severely disadvantaged community are sprawling development patterns, access to services, and connections to the entire community as a whole. Once implementation of the proposed Civic Center Community Sustainability Plan has begun, compact and vertical development standards will ensure that previous sprawling development patterns are not reintroduced into the area and the increased transit connections/facilities centrally located will provide access to additional services and other areas of the City. These elements as well as other elements of the plan noted in this application will help generate the pedestrian traffic that will be needed to realize the goal of creating a sustainable Civic Center that will accommodate a regional transportation/business hub for the entire High Desert area.

Improve Air and Water Quality

Air Quality

Various strategies will be used to improve air quality within the proposed project area including but not limited to reducing automobile usage & fuel consumption, increasing usage of alternate forms of transportation (i.e. mass transit, LEV's, ZEV's, etc.) and increasing green space. Indicators such as vehicle emissions, mass transit ridership, and the use of targeted facilities (i.e. vehicle charging stations, preferential parking, bike racks, etc) will be used to measure the outcomes and quantify the results. Data for the noted indicators will be received from various resources in order to ensure the results are a collaborative effort and are not skewed in any direction.

The Mojave Desert Air Quality Management District's 2004 Ozone Attainment Plan indicates that the area is achieving the California Ambient Air Quality Standards (CAAQS) and National Ambient Air Quality Standards (NAAQS) by the earliest practicable date as a result of reduction occurring upwind and not as a result of local reductions. Therefore, the proposed Civic Center Community Sustainability Plan will help expedite these attainment levels by promoting development and uses that utilize low (or no) greenhouse gas emitting technologies to the extent possible. Additionally, since the proposed plan will promote the use of alternative methods of transportation (which will reduce greenhouse gas emissions) and create additional required green space (a non-greenhouse gas emitting use), the proposal will be consistent with the State Implementation Plan as administered by the Mojave Desert Air Quality Management District.

Water Quality

The main strategies that will be used to improve water quality within the proposed project area are increased water reclamation/retention and the use of permeable surfaces wherever possible. Utilizing many of the same strategies used for water conservation, the noted strategies will indirectly promote improved water quality by reusing water that would have been previously directed through to the sewer system (along with all of the contaminants that would be collected en route) and by allowing water that is not collected to naturally filter itself into the

ground through an increased amount of permeable surfaces (i.e. parks, green spaces, etc.). Simple indicators such as amount of permeable surfaces added and amount of reclaimed water used will provide data for analyzing the improvement. Other indicators such as amount of “Purple Pipe” installed in the project area and the amount of sewer connections may also be used to gauge the effectiveness of the noted strategies.

As noted in the 2009 South Lahontan Integrated Water Management Plan, runoff from agricultural uses primarily effect water quality in the region as a result of excess nutrients and pesticides introduced into surface and ground water. Inasmuch as the City of Victorville is identified in the plan as one of the areas in the South Lahontan region that contains primarily urban uses and has a high growth rate, it is unlikely that the few viable agricultural areas of the City will significantly create the water runoff issues as previously noted. Therefore, this proposal will be consistent the South Lahontan Integrated Water Management Plan, as it will not create any agricultural runoff and it incorporates requirements to conserve water and its quality.

Promote Public Health

Indicators such as number of exercise opportunities/options and the amount of healthy living kiosks provided in the project area will give the residents opportunities to be active and gain information on a healthy lifestyle. Additional indicators such as distance (miles/feet) of bike/walking paths developed and the number of transit options with pedestrian/bike connections may be used to further analyze the implementation of the plan. Other indicators such as obesity averages for the community and number of adults with asthma will be used in the future to analyze the continuing effects of the project, which may not be quantifiable until years after the plans implementation is complete.

In addition to the noted indicators to measure the success of the plan’s measures, the Department of Public Health definition of a Healthy Community (as outlined in this application) will be used to further asses the plan’s adherence to the principles noted in the definition. The sustainable community created by the implementation of the proposal will meet the basic needs of all as the area will provide increased access to transportation options and other municipal services such as police/fire, parks/recreation facilities, etc. Additionally, with the inclusion of mixed-use housing within the project area, interconnecting pedestrian pathways and water/energy conservation measures outlined in this proposal, the sustainability of the environment and the area’s economic/social development will be in accord with the noted definition.

Co-benefits to public health as a result of this proposals implementation may include indicators that are not quantifiable until after the plans implementation is complete. Public health issues like obesity and asthma (as previously noted) may take years to quantify as the project is implemented over time. Therefore, coordination with the San Bernardino County Department of Public Health and their entities to share data and analyze results will be used to identify public health co-benefits.

Promote Equity

The primary strategies that will be employed in order to promote equity are the creation of a pedestrian oriented environment and the introduction of mixed-use. The success of these strategies will be measured using simple indicators such as number of mixed-use developments realized, number of live-work developments, and the average number of patrons to the area during specific times. These indicators will supply up-to-date information on the type of development occurring in the area and the number of people utilizing them, thereby providing City Staff and their governing bodies with information that will guide future development

approvals. This will enable the approving bodies to promote and/or require concepts that have shown progress in promoting equity while concepts that have failed to live up to expectations are removed and/or modified on future projects.

In addition to utilizing the strategies and indicators noted above to meet the equity objective, the Civic Center Community Sustainability Plan's development will also be shaped by resident comments, as their input is essential. Community workshops will be available for interested residents to discuss the proposed vision for the plan and integrate their comments into the final document. These types of workshops will be held throughout the development of the Civic Center Community Sustainability Plan to ensure that the disadvantaged community is engaged in the process and has input into the outcome of the plan.

Increases Housing Affordability

The addition of mixed use housing, whether it is vertical or horizontal, provides another housing product which increases affordability in the City. Smaller unit sizes and no individual yards will increase affordability against the City's typical single family developments.

Many of the existing affordable housing options in the City of Victorville are located on the outskirts off or within the potential boundaries of the project area, which will be accessible through the pedestrian/bike paths that are included in this proposal. Additionally, because one of this proposals main goals is to promote infill development in the Civic Center area via mixed-use and office/commercial projects as well as create a viable City Core with jobs, services and amenities all in one central location, this proposal will promote the objectives of the Regional Housing Needs Plan as outlined in the City's General Plan.

Promote Infill and Compact Development

Since the project area is comprised of an existing, subdivided, underdeveloped land; one of the main strategies that will be used to promote infill and compact development will be to change the existing land use pattern to a high density, vertical model that focuses more on the development of the community as a whole rather than a single project. In conjunction with increased minimum development sizes, a high density, vertical development pattern will increase the amount of persons in the project area and ensure that the proposed amenities and improvements are utilized by the group of people they are intended to serve. Indicators such as number of vacant parcels and average height of new development will be used to measure the progress of the Civic Center Community Sustainability Plan's implementation and analyze the development patterns adherence to the high density, vertical principles that will be included in the plan.

Revitalize Urban and Community Centers

One of the primary goals of this proposal is to develop a City center that creates a sense of place and brings people to the area for residency, employment and recreation. Several strategies will be used to revitalize the existing area and create a vital City core that promotes pedestrian activity and social interaction including new permitted uses, increasing public open space and increasing connections for all methods of transportation. New permitted uses will promote diversity in the area and provide for a wide array of services and commercial uses that cater to both the professional and the casual citizen, while increasing the amount of public open space will encourage social interaction by providing areas for patrons to meet and congregate. Providing additional transportation opportunities will not only further other objectives of this proposal like reducing fuel consumption and improving air quality but will also increase access to the services provided in the area for all residents of the City. Inasmuch as the underutilized area is primarily compromised of professional office uses, the new Civic Center Community

Sustainability Plan will provide an opportunity for people of all walks of life to enjoy and utilize the amenities; thereby furthering the goal of creating a sense of place that is relevant and practical for all residents of the community.

Indicators such as number of new uses, the ratio of commercial uses to professional uses and transit ridership will be used to evaluate the success of the noted strategies. Additionally, window surveys and on-site surveys will be employed to distinguish who is utilizing the area (i.e. employees vs. patrons) once development commences in order to guide future development in the area based on needs and desires of the areas actual clientele.

Protect Natural Resources and Agricultural Land

Since the proposed Civic Center Community Sustainability Plan is located within a disturbed area that includes partially improved rights-of-way, graded lots and no existing agricultural or natural resources, the project will not impact agricultural land or natural resources. All water and energy will be created/retained on-site to the extent possible, which will indirectly promote the protection of natural resources, as green building techniques and technologies will be required for all new development in the area. Additionally, there is no habitat for any designated endangered or threatened species since the area has been graded for years and contains no native vegetation and is surrounded by developed properties.

Reduce Automobile Use and Fuel Consumption

Primary strategies that will be used to reduce automobile use and fuel consumption are as follows: increase the amount of transit options and promote alternative methods of transit. These strategies will be used in conjunction with numerous potential indicators that will provide data on the amount of citizens utilizing the facilities as well as indicators that will measure the amount of options available that enable the use of alternative methods of transportation. For example, in the promotion of alternative methods of transit, items like preferential parking, charging stations, centralized bike parking and other incentive programs will be used as indicators as their use can be quantified (i.e. M-F 80% used, Sat.-Sun. 50% used, etc.). Additionally, basic indicators such as the number of bus stops, number of different transit options and number of connecting transit lines will be used to further analyze the success of the plan and the reduction in automobile usage and fuel consumption.

The proposed Civic Center Community Sustainability Plan will also incorporate portions of the goals and strategies of the California Transportation Plan. For example, the proposed plan will enhance connectivity between transportation modes, thereby expanding and improving transit services in the area, which are both outlined in the California Transportation Plan as strategies for implementing the goals of the plan.

Improve Infrastructure Systems

In order to meet the infrastructure systems objective the proposal will use strategies that include creating a pedestrian oriented environment, increasing access to media and literature and providing enhanced transportation options. A pedestrian oriented environment with walking paths, public spaces and transit connections will enhance access to essential government services in the area and provide patrons of the area with additional amenities such as free wireless internet access via wireless “hotspots”. Additionally, government services like a new library would provide for increased access to learning material, which will benefit the community as a whole and create learning opportunities for the residents of the City and specifically the residents of the immediate severely disadvantaged community.

Simple indicators like miles of walking/biking paths, amount of public areas with internet access, and number of transit connections will be used to analyze the results of the Civic Center Community Sustainability Plan implementation. With a substantial increase in all of the noted areas, the infrastructure systems objective will be met with this proposal and will continue to evolve as new technologies are provided that will enhance existing systems (i.e. new broadband/wireless technologies).

Promote Water Conservation

Located in a region where groundwater has been in overdraft since the 1950's (Department of Water Resources 2009), promoting water conservation in the proposed Civic Center Community Sustainability Plan is one of the primary objectives of this proposal and the City of Victorville. Having realized the imminent threat of droughts and increasing water usage in the region, the City of Victorville enacted a Water Conservation Ordinance in 2005 that included regulations such as:

Landscaping:

- Drought tolerant species required for new development; and
- Turf (i.e. grass, lawn, etc.) prohibited within front yards of all new single-family homes and as ground cover on commercial developments.

Water Usage:

- Restrictions on irrigation and running water; and
- Prohibition of water waste.

With the noted citywide regulations in place, the proposed plan will further the water conservation objective by using strategies such as water retention, water reclamation and drought tolerant landscaping. On-site water retention and reclamation techniques will allow the reuse of water for landscaping, public art (i.e. fountains, statues) and public amenities (i.e. cooling misters, ponds, etc.) in addition to the natural permeation of retained water to the groundwater, further promoting water conservation. Due to the existing water conservation methods in the City as well as additional methods proposed by this plan, the proposal is in accord with the 2009 South Lahontan Integrated Water Management Plan since it will reduce water consumption and add to the groundwater recharging efforts already underway (i.e. Mojave River Pipeline, numerous recharge facilities along the Mojave River, etc.).

Promote Energy Efficiency and Conservation

In order to promote Energy Efficiency and Conservation, the proposed Civic Center Community Sustainability Plan will employ the use of green building methods, energy producing/reducing technologies and natural light/cooling techniques as strategies for meeting the efficiency and conservation objective. There are numerous indicators that can be used to measure the outcome of the noted strategies as areas like green building methods and energy producing technologies include a wide array of options. However, seeing as how the City of Victorville is located in the Mojave Desert, an arid region with frequent high winds and plentiful sunlight, the main indicators that may be used are as follows:

Green Building Methods:

- Promote the use of open air common spaces within new developments;

- Require building/site designs that utilize natural light and shade; and
- Require building/site designs that include open air common space.

Energy Producing/Reducing Technologies:

- Require solar panel installation on all new development;
- Require the use of energy efficient lighting; and
- Promote energy efficient cooling technologies.

These indicators and others that will be identified as the proposal develops will ensure that the objective of promoting energy efficiency and conservation is met in conjunction with the implementation of the proposed plan.

Strengthen the Economy

As noted in other portions of the proposal, the project will promote infill and compact development in the area and help create a vital City core, which the City of Victorville currently lacks. With new vertical development, a pedestrian oriented City core, a Civic Center and the introduction of compatible office/retail/service uses in the area, the project will create jobs as well as create a sense of place that will be conducive for social and business interactions. In addition to the creation of jobs, other strategies such as creating a vital City core and increasing opportunities for job seekers will be used as strategies to understand who is using the project area and which services. For example, indicators such as transit ridership and the diversity of pedestrians using open space (i.e. professionals vs. recreation) can be quantified so that future development and implementation of the proposal can be modified accordingly.

Section 3.3 Priority Considerations

Community Involvement

Because community involvement and collaboration in a Specific Plan development process is a crucial first step to gaining acceptance and support for smart growth policies and standards, we have included key components of the work plan to ensure adequate involvement with public and private sectors of the community during the planning process. At different phases of the planning process City officials will interview stakeholders, facilitate meetings with regional agencies, and orchestrate numerous workshops with the general public.

A goal of the planning process is to involve as many applicable entities as possible. As mentioned in Section 3.1, entitled Threshold Requirement, we intend on involving a vast spectrum of local and regional government agencies, private stakeholders, general public, landowners, and disadvantaged sectors of the community. The first round of meetings with the community will involve brainstorming sessions to assess the existing setting of the project area and identify areas of noncompliance with regional goals and policies. This will be accomplished by interviewing stakeholders within the area and meetings with regional entities to share ideas and suggestions.

As part of this transparent planning process, Staff will prepare monthly updates for the duration of the project for display on the City's website. The objective of web-base information would be to keep the community engaged and updated in the planning process. Items on the website would include:

- Summary of project;

- Status of project;
- Workshop and Meeting Schedule;
- Minutes from meetings;
- Supporting studies;
- Draft and final versions of specific plan; and
- Areas for public comment via internet.

Furthermore, notification of public workshops will be advertised in the local newspaper and via the City's electronic newsletter.

Best Practice Solutions

By using techniques, methods and processes that have been proven over time to be the most efficient (least amount of effort) and effective (best results), we plan to implement best practice strategies to achieve the desired outcomes of the proposal. These success factors include:

- Integrated approach – Given the nature of the complicated governmental tiers with the State of California, it is important that State and local laws are revisited throughout the planning process, to ensure coordination with the existing systems and networks in place.
- Locally contextualized – The socioeconomics of the area play a large part in the feasibility and implementation of the plan. Attention must to be paid to the social values of the region. Understanding the community and creating a plan that will complement citizens' goals and values is crucial to the success of the plan.
- Partnerships – The City plans to partner with public and private stakeholder in order to implement aspects of the plan. This may include incentive programs, such as inclusionary housing.
- Community Relations – To ensure that the plan is developed with adequate community involvement, networking will be established throughout the project area in order to distribute project information, educate citizens on smart growth principles and collect critical statistics about the area. This type of networking is crucial in forming relationships with local business and committees that will hopefully collaborate and take ownership of the plan once the plan has been adopted.
- Public Participation – By networking within the area and posting information about the project on the City's website and providing numerous venues to provide a public voice, we believe the public involvement and awareness will ultimately play a key role in the later implementation phase of the project.
- Monitoring and Evaluations – As mentioned in the previous section, the indicators will be used to effectively monitor and evaluate the implementation and maintenance of the specific plan. We plan on assessing the outcome trends for monitoring and evaluation purposes. Since this plan is a living document, aspects of the plan may need to be amended during the implementation process, base on outcome trends.

As mentioned in the previous discussion about Community Involvement, the above mentioned tools and processes will be available on the City Website for easy access and use by other government agencies to develop plans or strategies for more sustainable communities.

Leveraging Additional Resources

The City will pay for in-kind services that are both eligible and ineligible reimbursement expenses of the grant. Identified in Budget (Section 4.2) is a listing of the "City Match" expenses that will be covered under the City's General Fund. These matching funds cover the

Environmental Phase of the project, which includes preliminary evaluations, CEQA Initial Study Checklist, Preparation of EIR/Negative Declaration and preparation of all public hearing notices. Also, included as a matching fund within each phase of the proposal are miscellaneous fees that may not be logged into the grant, such as impromptu discussions with stakeholders/general public and coordination and prep time for general meetings.

The budget identifies a total of \$32,550 funds contributed by the City to facilitate the completion of the specific plan proposal. The City is also dedicated to implementing and maintaining the plan's sustainable standards well beyond the funding window of this grant opportunity. Once the plan is adopted, the specific plan will become a working document for Planning Staff. Any type of monitoring, evaluation, amendment and/or follow up meetings will be covered by the City's General Fund.

Addressing Climate Change Impacts

If the project area and City continues to develop under current low density sprawling development standards, climate change impacts will continue to threaten the ecosystem of the region and will be a contributing factor to climate change on a global scale. One of the primary environmental goals of the plan will focus on reducing our carbon footprint within the City and Victor Valley region as a whole. Major components of the plan will focus on achieving a sustainable community that is less dependent upon the automobile and more dependent upon renewable energy.

Reducing our carbon footprint via land use patterns will be achieved by creating a high-density transit oriented development within the City's core, which will serve as the transportation hub for the region putting residential, goods, services and governmental resources within one centralized area. The mixture of these uses within one area will make alternative forms of transportation, such as walking, bicycling and public transportation, more convenient and thus will lower our dependence on the automobile. Other measures to combat global warming include renewable solar and wind energy, landscaped streetscapes and public plazas, energy efficient building standards, reclaimed water and a user friendly public transportation system.

Serving an Economically Disadvantaged Community

In addition to making the proposal an environmentally sustainable community, the specific plan will focus attention on creating an economically thriving community that is less reliant on government social assistance. As mentioned in the Project Summary, the project area is considered to be a severely disadvantage community with a median household income less than sixty percent of the statewide average (Refer to Section 7 for more data on the project area and the entire City).

The proposal will benefit the disadvantage community, by providing more commerce and affordable housing opportunities within the disadvantaged area. These commercial and residential uses will be complemented by easy access to governmental resources within the project area. The programs objective to increase housing affordability, revitalize an urban center, improve transportation and strengthen the economy will all benefit the disadvantaged citizens within the area. Our goal is to create a prosperous Civic Center with abundant job opportunities for the area residents.

The attached work plan lists numerous workshops/outreach meetings with the general public that keep the area residents engaged and participatory in the development of the proposal.

Section 3.4 Organizational Capacity

Organization's Experience

The City of Victorville is a full-service city with over 340 full time employees in 10 departments. The Development Department consists of the Planning, Building, Code Enforcement and Development Engineering Divisions. Planners within the Planning Division all have four year college degrees and at least five years of experience.

The Development Department has previously published the City's "Old Town" Specific Plan and City General Plan, which were completed in 1997. More recently, in 2008, the Department took over completion of our General Plan Update from the consultant and completed the document utilizing Microsoft Publisher. In October of 2009, we oversaw completion of the City's most recent specific plan, Desert Gateway, utilizing the Adobe InDesign program. Four out of six of our staff planners have project management experience over specific plan and general plan development.

Active Partners

Keeping the project within the City, the Development Department will partner with the Engineering, Redevelopment, Public Works, Water and Community Services Departments. Engineering will assist with relation to the circulation system, street layout changes and/or possible closures. Redevelopment will work on the market analysis, land use concepts, and whether the area could be its own redevelopment area. The Water and Public Works Departments will use their knowledge of the area to help plan any infrastructure changes, as well as the outdoor plazas and planting. Likewise with Community Services, their experience with desert landscaping will help to design outdoor areas which appear lush and inviting, while also being water friendly. Each department has pledged two staff to work on the project as needed.

Schedule and Budget

The project manager will be responsible for overseeing the development of the specific plan from beginning to end. For scheduling purposes, this will involve breaking down the schedule further into a day-to-day format with hourly estimates given to each task. A Microsoft Outlook calendar will be created for the project which is accessible to those involved to help see timelines and avoid management interruptions. This calendar will also include routine email reminders to those involved of project status, timelines and upcoming deadlines. Another senior level planner will be assisting the project manager and will be kept informed of ongoing activity, in order to act as the project manager during any absences or vacation time.

The City website will also be used by the project manager to keep property owners, business owners and other stakeholders informed about the project. From project status, to requesting information, to upcoming workshops or public hearings, the website is an easy and valuable communication tool. The City departments each currently update their sections of the website, and would be expected to help provide input on the intended messages and information.

For budget purposes, the project manager will also break down the schedule for each department and track who logs time working on it, how much, and whether they are within the budgeted amount. This budget will be accessible to all involved with the project, to log their time. For minor concerns, communication by email should suffice; however, meetings may be arranged for more serious issues. If the proposal goes over budget, the City will pay for staff time and materials as are needed to complete the plan.